

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1


SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Guru Beverage Inc.	FORMERLY G.I. Energy Drinks Corporation	12/17/2008	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Guru Beverage Co.		
Street Address:	37 Wall Street		
Internal Address:	Suite 21M		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10005		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77289134	GURU JUICY	
Registration Number:	2912001	FULL ON	
Registration Number:	2775940	GURU	
Registration Number:	2789042	GURU ENERGY DRINK	
CORRESPONDENCE DATA			
Fax Number:	(202)344-8300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-344-4019		
Email:	trademarkdocket@venable.com		
Correspondent Name:	Mark B. Harrison		
Address Line 1:	575 7th Street, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004-1601		
ATTORNEY DOCKET NUMBER:	37114-180960		

CH \$115.00 77289134

NAME OF SUBMITTER:	Mark B. Harrison, Esq.
Signature:	/MBH-hrc/
Date:	12/30/2008
Total Attachments: 2 source=Guru assignment document#page1.tif source=Guru assignment document#page2.tif	

TRADE-MARK ASSIGNMENT

WHEREAS GURU BEVERAGE INC., formerly known as *G.I. Energy Drinks Corporation* (hereinafter the "Assignor") is the owner of the following trade-marks:

Trade-mark	Application No.	Registration No.
FULL ON (Stylized Letters)	76/422,278	2,912,001
GURU	75/638,686	2,775,940
GURU ENERGY DRINK	75/638,687	2,789,042
	77/289,134	N/A

(hereinafter the "Trade-marks")

WHEREAS GURU BEVERAGE CO., having a principal place of business at 37 Wall Street, Suite 21M, New York, New York, United States (hereinafter the "Assignee"), wishes to acquire the Trade-marks,

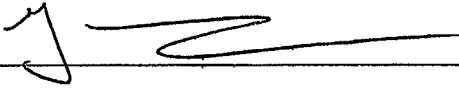
NOW THEREFORE, THESE PRESENTS WITNESSED THAT:

In consideration of the sum of one dollar (\$1.00) and for other good and valuable consideration, the sufficiency of which is hereby acknowledged, the Assignor does hereby assign and transfer unto the Assignee, the entire rights, title and interests in and to the Trade-marks, together with the goodwill attached to the wares/services in association with which the Trade-marks are used as well as all rights of action accrued or to accrue under and by virtue thereof, including all rights in administrative proceedings and the right to sue and recover for past infringement or illegal use of the Trade-marks, the whole without any restriction whatsoever.

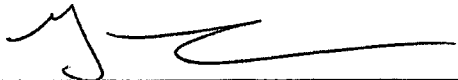
This Assignment may be signed in any number of counterparts, each of which is deemed to be an original and all of which taken together is deemed to constitute one and the same instrument. Each counterpart may be delivered by fax or email and a faxed or emailed copy is as effective as an original.

EXECUTED at Montreal, Province of Quebec,
this 17th day of December 2008.

GURU BEVERAGE INC.

Per: 
JOSEPH ZAKER
Name
CEO
Title

GURU BEVERAGE CO.

Per: 

JOSEPH ZAKER
Name
CEO
Title